

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A system for electronic media distribution, the system comprising:

means for generating a plurality of media items;

a data repository for storing a respective metadata item corresponding to multiple media items, each metadata item containing metadata relating to the generation of the corresponding media item;

means for electronically distributing at least some of the media items to a plurality of end-users;

means for detecting reception by the end-users of the media items; and

means for associating, with each metadata item relating to an electronically distributed media item, a reception indicator indicative of the number of users receiving that media item.

Claim 2 (Original): A system according to claim 1, in which the metadata item contains at least metadata relating to the planning or commissioning of the media item.

Claim 3 (Previously Presented): A system according to claim 1, in which the media items include audio and video items.

Claim 4 (Previously Presented): A system according to claim 1, comprising means for associating a material identifying code with each media item for electronic distribution.

Claim 5 (Original): A system according to claim 4, comprising means for receiving the material identifying codes of media items received by end-users.

Claim 6 (Original): A system according to claim 5, in which the receiving means comprises a modem link to the end users' receiving apparatus.

Claim 7 (Currently Amended): A system for electronic media distribution, the system comprising:

means for generating a plurality of media items;

a data repository for storing a respective metadata item corresponding to multiple media items, each metadata item containing metadata relating to copyright and/or ownership of the corresponding media item;

means for electronically distributing at least some of the media items to a plurality of end-users;

means for detecting the copyright and/or ownership metadata relating to media items actually distributed to end-users; and

means for analyzing the media items actually distributed to end users to determine the content of the media items and generating payment information indicative of a required payment to the holder of rights defined by the copyright and/or ownership metadata based on a determination by the means for analyzing.

Claim 8 (Original): A system according to claim 7, in which the data repository is a database.

Claim 9 (Previously Presented): A system according to claim 7, in which the media items include audio and video media items.

Claim 10 (Previously Presented): A system according to claim 7, comprising means for associating a material identifying code with each generated media item, the material identifying code being mapped, in the data repository, to the copyright and/or ownership metadata.

Claim 11 (Original): A system according to claim 10, in which the detecting means is operable to detect the material identifying code associated with media items to be distributed.

Claim 12 (Currently Amended): A method of electronic media distribution comprising the steps of:

generating a plurality of media items;

storing a respective metadata item corresponding to multiple media items, each metadata item containing metadata relating to the generation of the corresponding media item;

electronically distributing at least some of the media items to a plurality of end-users;

detecting reception by the end-users of the media items; and

associating, with each metadata item relating to an electronically distributed media item, a reception indicator indicative of the number of users receiving that media item.

Claim 13 (Currently Amended): A method of electronic media distribution comprising the steps of:

generating a plurality of media items;

storing a respective metadata item corresponding to multiple media items, each metadata item containing metadata relating to copyright and/or ownership of the corresponding media item;

electronically distributing at least some of the media items to a plurality of end-users;
detecting the copyright and/or ownership metadata relating to media items actually distributed to end-users; and

analyzing the media items actually distributed to end users to determine the content of the media items; and

generating payment information indicative of a required payment to the holder of rights defined by the copyright and/or ownership metadata based on the analyzing.

Claim 14 (Canceled).

Claim 15 (Currently Amended): A computer-readable storage medium encoded with
~~Computer software comprising~~ program code for carrying out a method according to claim 12.

Claim 16 (Original): A medium by which software according to claim 15 is stored or transmitted.

Claim 17 (Canceled).

Claim 18 (Currently Amended): A computer-readable storage medium encoded with
~~Computer software comprising~~ program code for carrying out the method of claim 13.

Claim 19 (Previously Presented): A medium by which software of claim 15 is stored or transmitted.

Claim 20 (New): The system according to claim 1, further comprising:
means for logging a distribution time with a transport identifier for a transmitted media item.

Claim 21 (New): The system according to claim 1, further comprising:
means for viewing figures generated at an analysis stage and associated with a metadata item.

Claim 22 (New): The system according to claim 4, further comprising:
means for assigning different material identifying codes for different versions of a media item at a time the media item is distributed.

Claim 23 (New): The system according to claim 4, further comprising:
means for associating metadata items with each material identifying code recorded for each distributed version of a media item and saving the metadata items with each material identifying code in the data repository.

Claim 24 (New): The system according to claim 4, further comprising:
means for monitoring a final version of a distributed media item and subsequently modifying the material identifying code at distribution to include a form in which program is distributed.

Claim 25 (New): A system for electronic media distribution comprising:

- a media generator configured to generate a plurality of media items;
- a data repository for storing a respective metadata item corresponding to multiple media items, each metadata item containing metadata relating to the generation of the corresponding media item;
- a transmitter configured to distribute at least some of the media items to a plurality of end-users;
- a detector configured to detect reception by the end-users of the media items; and
- an association unit configured to associate a reception indicator indicative of the number of users receiving that media item with each metadata item of the corresponding media item.

Claim 26 (New): The system according to claim 25, in which the metadata item contains at least metadata relating to the planning or commissioning of the media item.

Claim 27 (New): The system according to claim 25, in which the media items include audio and video items.

Claim 28 (New): The system according to claim 25, comprising an association unit configured to associate a material identifying code with each media item for electronic distribution.

Claim 29 (New): The system according to claim 28, comprising a receiver configured to receive the material identifying codes of media items received by end-users.

Claim 30 (New): The system according to claim 29, in which the receiver comprises a modem link to the end users' receiving apparatus.

Claim 31 (New): The system according to claim 25, further comprising:
a logging unit configured to log a distribution time with a transport identifier for a transmitted media item.

Claim 32 (New): The system according to claim 25, further comprising:
a display configured to display figures generated at an analysis stage and associated with a metadata item.

Claim 33 (New): The system according to claim 28, further comprising:
an assignment unit configured to assign different material identifying codes for different versions of a media item at a time the media item is distributed.

Claim 34 (New): The system according to claim 28, further comprising:
an association unit configured to associate metadata items with each material identifying code recorded for each distributed version of a media item and saving the metadata items with each material identifying code in the data repository.

Claim 35 (New): The system according to claim 28, further comprising:
a monitor configured to monitor a final version of a distributed media item and subsequently modifying the material identifying code at distribution to include a form in which program is distributed.